

B 563

BLACKHAWK MANUFACTURING COMPANY

HYDRAULIC HAND JACKS
HYDRAULIC SERVICE JACKS
HYDRAULIC EQUIPMENT

SOCKET WRENCHES
OPEN END WRENCHES
ASSEMBLY WRENCHES

MILWAUKEE 1, WISCONSIN

Aug. 28, 1944

TO ALL BLACKHAWK DISTRIBUTORS

**MEETING POSTWAR COMPETITION
FROM SURPLUS WRENCH STOCKS**

Gentlemen:

We can all mark this down on page one, Chapter I, of our Postwar Guidebooks — **THERE'S GOING TO BE SOME SURPLUS OF HAND TOOLS DUMPED ON THIS COUNTRY'S BARGAIN COUNTERS!**

Just how much — what they will sell for — and who will sell them and where — is anybody's guess.

BUT THIS DOESN'T MEAN THAT YOUR BLACKHAWK WRENCH VOLUME WILL NECESSARILY SUFFER.

It will be the same kind of competition we've met in the past — only, perhaps, easier to lick. And here's why . . .

Blackhawk Wrench Jobbers have always taken the cream of the wrench volume and made the nicest profits — BECAUSE, regardless of price and low-quality competition — the better customers always wanted the best

Continued on Next Page

wrenches. And that's why Blackhawk Wrench volume consistently increased.

Competitive wrenches, lacking comparable features, fall by the wayside when a good jobber-man trots out a set of sparkling Blackhawk Wrenches loaded with extra utility and sales appeal.

That's the way it was before the war and there's no reason to expect any basic change in human nature. The war will not blast PRIDE OF OWNERSHIP out of your customers!

HERE'S WHY THIS DUMPED MERCHANDISE NEED NOT KILL YOUR WRENCH VOLUME . . .

1. BLACKHAWK WRENCHES GENERALLY WILL NOT BE FOUND IN THESE SURPLUSES! Most of our staggering wartime wrench shipments have been sold to meet demands for immediate uses, such as assembly and maintenance of military equipment — and not for depot stocks. Thus, Blackhawk Wrenches in any significant quantity are not likely to find their way onto postwar bargain counters.
2. ALL WAR SURPLUSES will be below the quality of Blackhawk's forthcoming peacetime line. That's because these surplus wrenches will have been made from (a) emergency steels, (b) with fewer finishing operations and (c) given wartime finishes.
3. BLACKHAWK "NUGGETS" WILL BE BACK! These exclusive 7/16" drive socket wrenches could not be made during the war because the required Hexite Steel was needed in critical armament. But the

7/16" drive proved to be RIGHT in prewar and will bloom to full buyers' acceptance in postwar when many mechanics will be buying new wrenches or replacing worn out wrenches anyhow, and will be less concerned with any existing investment in 3/8" and 1/2" drives.

4. BLACKHAWK WRENCHES will be backed by the biggest merchandising effort of any wrench line in the jobbing field — and that includes missionary men, advertising, special campaigns, displays and sales aids — just like in prewar, only with more of everything.

NOW — HERE'S A "SURPLUS" THAT REALLY BENEFITS YOU . . .

Blackhawk Wrenches have a SURPLUS of SALES FEATURES. For example, there's "Gripline" handle design, hot-broaching, Torkflash, Hexite Open Ends, Free Wheeling Ratchets and THUMB-RELEASE "LOCK-ON". No competitive wrench line can match you on "Lock-On" — an exclusive, patented Blackhawk idea — and it's easily worth much of the difference in price, no matter what the "war baby" is tagged, or what other wrench line is offered.

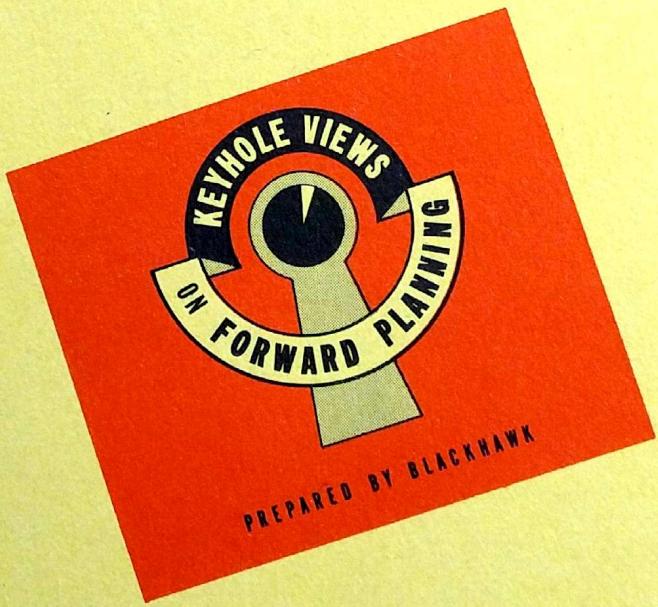
We're advertising "Lock-On" and these other features TODAY — to help you outsell the surpluses (and other postwar wrench competition). Samples of this current advertising are enclosed, and we hope you'll take a minute to look at them.

WHAT'S MORE — These Blackhawk sales clinchers will do more than fortify you against postwar surpluses. They will help you lick the direct tool peddler, the

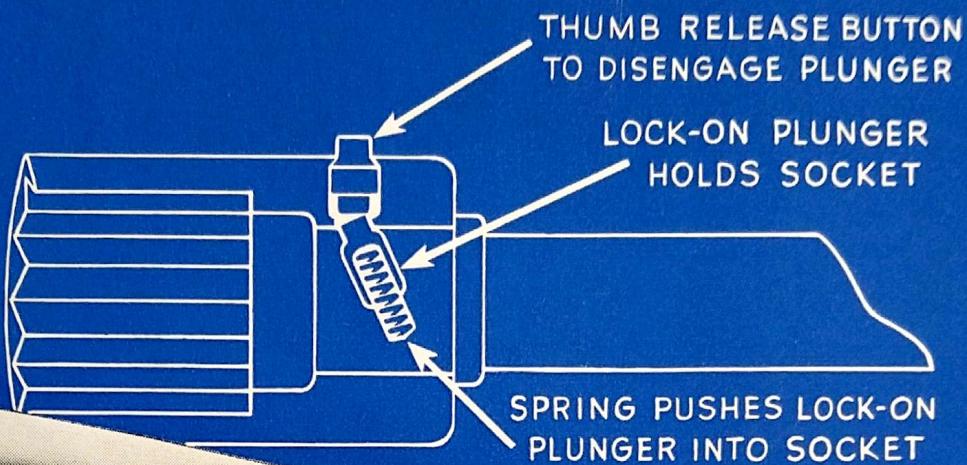
chain store and any other socket wrench competition in your territory. Remember, Blackhawk Wrenches are distributed only through jobbers!

WE INVITE YOU to join with us in talking up Blackhawk features, TODAY . . . so that you can share fully in profitable BLACKHAWK Wrench volume when the shooting starts in postwar merchandising.

WE SUGGEST PLACING THIS FOLDER IN YOUR BLACKHAWK FILE FOR DISCUSSION AT SALES MEETINGS, OR FOR USE IN SALES BULLETINS OR IN YOUR POST-WAR PLANNING SESSIONS.



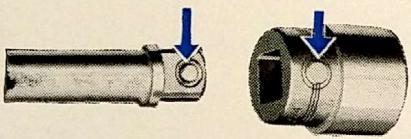
BLUEPRINT FOR YOUR WRENCH FUTURE...



BLACKHAWK'S PATENTED
THUMB RELEASE
LOCK-ON FEATURE

PATENT NO. 19,287
REG. 1,927,844

SAVE TIME!



Eliminate need for groping into the job for sockets and attachments that slip off the handle. "Lock-On" plunger springs into hole in socket wall — prevents slip-off!

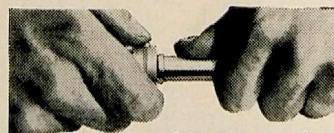


PLAY SAFE!

Loose sockets can cause damage! That's why aviation men recognize importance of "Lock-On". Socket cannot stick to nut when you pull away from work.

(PHOTO--COURTESY, NORTH AMERICAN AVIATION, INC.)

SAVE TEMPER!



It's great not having to cuss combinations that slip apart accidentally. But when you want 'em apart — simply press "Thumb-Release" button!

A Product of **BLACKHAWK MFG. COMPANY**, Dept. W554, Milwaukee 1, Wis.



BLACKHAWK MFG. CO.
Dept. W554, Milwaukee 1, Wisconsin

Please rush Blackhawk Wartime Wrench Booklets.

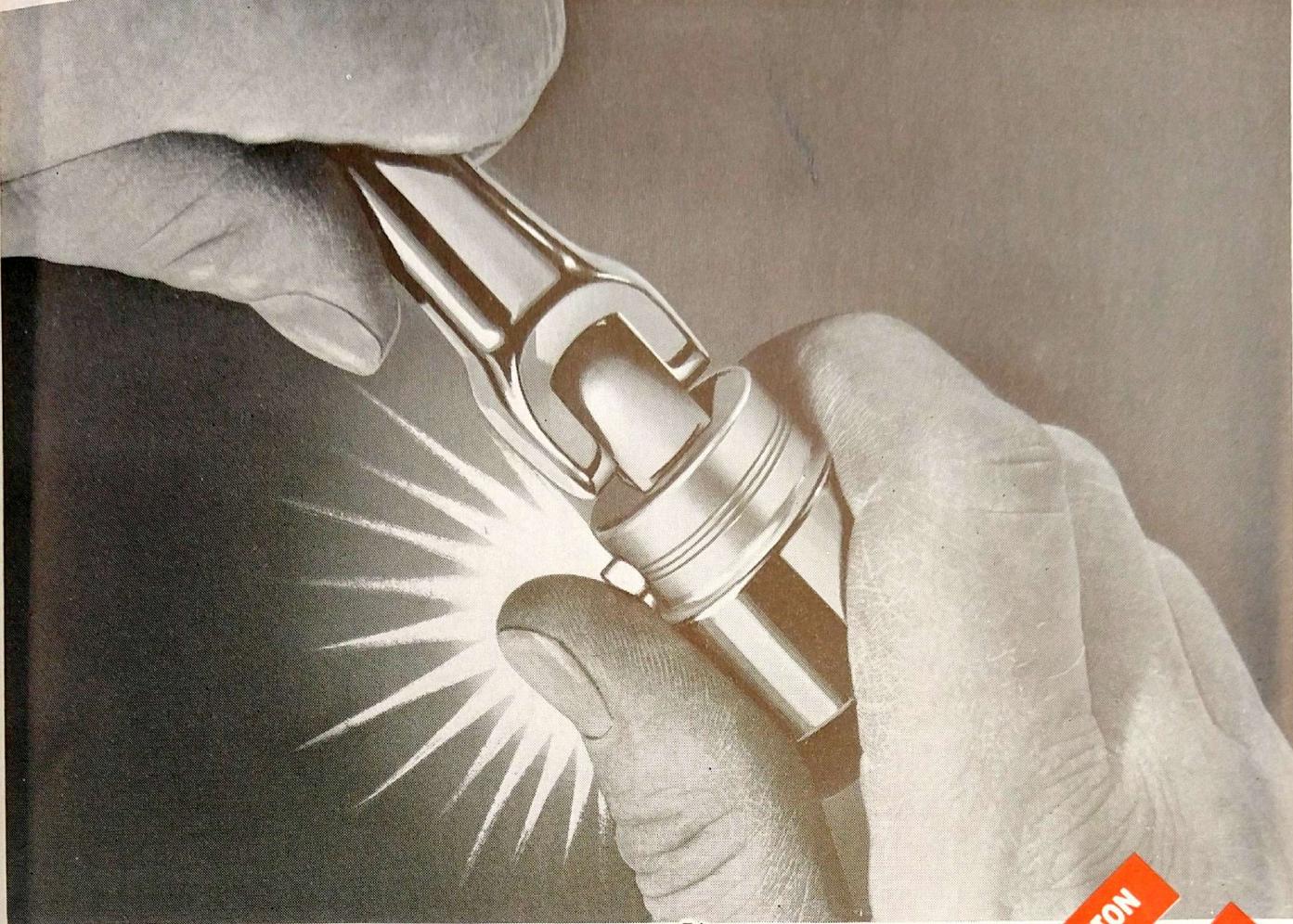
Name _____

Address _____

City _____ State _____

BLACKHAWK

ONLY Blackhawk Gives You "Lock-On" in 3/8"-7/16"-1-1/2"-3-1/4" and 1" Square Drives



RIGHT ON THE BUTTON!

YOU'RE RIGHT when you buy the socket wrench with the button—and only Blackhawk Wrenches have it.

Only Blackhawk gives you "Thumb-Release Lock-On"—and the "button" on the socket is the earmark of this important feature. A spring-backed plunger on the drive pushes into a sidewall hole in the socket—assuring a positive lock. Hell and high water can't make the Blackhawk Socket Wrench combination fall apart.

BUT—press the Thumb-Release Button (which floats neatly in that socket sidewall hole)—and your wrench assembly pulls apart with magical ease!

Insist on the Blackhawk Button for Speed with Safety

The Blackhawk Socket is never left on the nut when you pull away from your work. No fishing in tight spots for fallen sockets. You work faster and more safely with dependable world-famous Blackhawk Socket Wrenches!

These slim, trim, sturdy wrenches are the pride of top mechanics everywhere. You, too, will be the "King of the Shop" when you own Blackhawk Wrenches.

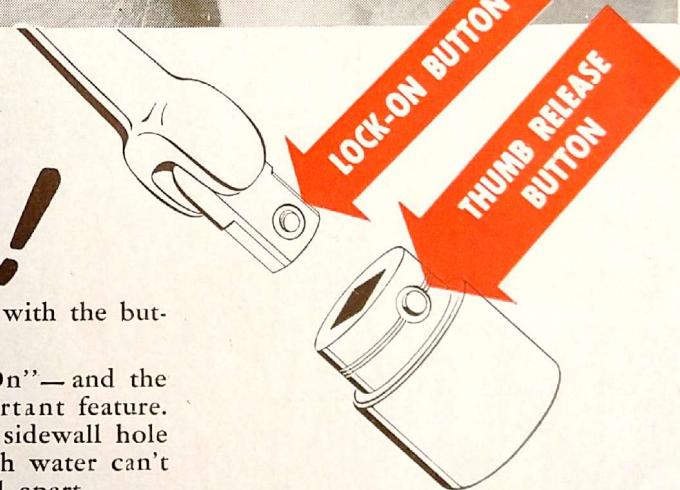
See your jobber or take a minute now to mail the coupon for catalog of Blackhawk Wartime Wrenches and the "Mechlin" booklet that tells all about wrenches and how to use them! Every mechanic should have these two books.



A Product of BLACKHAWK MFG. CO., Dept. W1264, Milwaukee 1, Wis.

BLACKHAWK

ONLY Blackhawk Gives You "Lock-On" in 3/8"—7/16"—1/2"—3/4" and 1" Square Drives



BLACKHAWK MFG. CO.
Dept. W554, Milwaukee 1, Wisconsin

Please rush Blackhawk Wartime Wrench Booklets.

Name _____

Address _____

City _____ State _____

DON'T WORRY—THIS SOCKET
CAN'T DROP OFF—

SAFE to Use Anywhere!

Insist on
Socket Wrenches
with "LOCK-ON"

and "Thumb-Release"

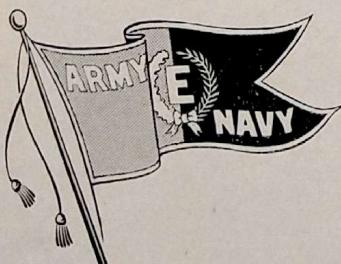
SOCKETS can't fly off the handle when your wrenches are Blackhaws! No danger of insecure sockets falling on shop workers and into production machines — not a chance of the Blackhawk Socket sticking on the nut when you pull away from the work.

Blackhawk Socket Wrench assemblies are always safe to use anywhere. The patented Blackhawk "LOCK-ON" plunger spring into the hole in the socket wall — and you can't pull the assembly apart! But, when you want 'em apart, simply press the "Thumb Release" button and the socket comes off smooth and easy!

Blackhawk Socket Wrenches have many other outstanding exclusive features — but "Thumb-Release LOCK-ON" is one reason in itself why you will want to specify "Blackhawk" on your socket wrench requisitions.

Write Blackhawk or call your industrial supply distributor for wartime catalog of Blackhawk Wrenches and a copy of "Meet the Mechlins", a special booklet now widely used in helping new employees get greater use and life from their wrenches.

A Product of **BLACKHAWK MFG.**
Dept. W1764, Milwaukee 1, Wisconsin



This CAN'T Happen with
BLACKHAWK Socket Wrenches



BLACKHAWK



BLACKHAWK MFG. CO.
Dept. W1764, Milwaukee 1, Wisconsin

Send packet of Blackhawk industrial literature, wartime wrench catalog and copy of "Meet the Mechlins".

Name _____

Firm _____